



Taking Care of
**Our
Future**





**Going to
A Sustainable
Way**

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Taking
Care of



Message from Sustainable Development Committee

Dear shareholders, customers, partners and stakeholders,

It is our pleasure to present our first message to you. The Sustainable Development Committee was appointed by the Board of Directors on 6th May 2014. The committee consists of 3 members who represent the Board of Directors to monitor and drive business operation by also considering all stakeholders including employees, customers, partners, investors and the government as well as other related parties and the environment. We are in charge of ensuring that the management complies with the Company's strategy and policy for sustainable growth and that the Company is accepted by all stakeholders and continues to make a positive social contribution in the long term.

We have considered the aspects important to business operations, stakeholder expectations and management plans, and have suggested the short-term and long-term sustainability plans and goals for the next 5 years.

We have suggested the quality and completeness of this 2014 Sustainability Report based on Global Reporting Initiative Version G4 so as to cover all aspects important to sustainable business. We evaluated the credibility and quality of the report prior to the approval and presentation to the Board of Directors.

Finally, we appreciate your continued support. We ensure that, over the past 25 years, the principles of good corporate governance have been applied and the interests of shareholders, customers and society have been our utmost concern. We truly appreciate your support for AIS to achieve our vision to become the number one trusted telecommunication company in Thailand.



Mr. Aviruth Wongbuddhapitak



Mrs. Tasanee Manerot



Mr. Somchai Lertsutiwong

CEO Message

Technological progress and mobile phone usage behavior among consumers is changing quickly as we head towards a digital world. Before, people communicated mainly via voice. Now, this has changed towards communication via a variety of online communities and applications. In the past, customers were required to travel to bank or ATM kiosk to make business transaction. This task can now be completed with mobile phone applications, offering greater convenience and reducing transportation costs. These developments have helped make communication technology a part of our everyday life, created business stability and enhanced national competitiveness. These changes are considered both a challenge and an opportunity as they drive us to speed up and extend our network to offer the highest regional coverage. Today, our network can reach 97 percent of the population. In places where signals cannot be reached due to limited space for installing base station or no signal spot, such as condominiums and high rise buildings, we have been installing a small box which works as base station called “small cell” for our customers.

As the leader of wireless communication technology in the country, we are committed to introducing a full range of telecommunication frequencies including 3G 2100MHz and new frequencies which will be allocated in the future. This ensures that we offer the highest benefits, best services and latest innovations to support and improve everyday life and the business operations of our customers at reasonable prices. Today, AIS is moving forward from a Telecom Service Provider to become a Digital Life Service Provider.

To achieve the goals we set to support our customers, employees and business partners is an important driver for us. To this end, we place great importance on the development of our people through appropriate training curricula and by supporting individual learning as well as exploring possibilities for collaborative learning across different functions. We also work hand in hand with our partners from upstream to downstream so that we could jointly develop knowledge and create digital technology innovations which correspond to the business needs of our customers. This includes cooperation with the CIMB Bank to launch the new mobile banking, ‘Beat Banking’, which makes it easier and more convenient for CIMB Bank customers to make withdrawals, payments and transfers from their mobile devices.

An important step in growing a sustainable business is by gaining acceptance and creating shared value among all groups of stakeholders. Last year, we therefore elevated the process for developing business strategy with consideration on the impacts on the economy, society and environment to the board level. Our Sustainability Committee oversees the implementation of sustainable development policies and strategies and an action plan and guidelines have been developed to ensure compliance. To demonstrate this, we continuously promote understanding and acceptance from the local communities before the installation of telecommunication tower. This was achieved by providing the communities with facts about the frequency of radio waves and the safety of AIS towers which provide higher standards

of safety than those stipulated by the NBTC. From our community meetings, we were able to learn about potential problems from community and take steps to solve them. Another example was the installation of return boxes in AIS Shops for mobile phone batteries so that they can be disposed of correctly, which helps reduce effects on the environment. Through these activities, we have been honored by being included in this year's MSCI Global Sustainability Index which is the internationally accepted sustainability index.

I strongly believe that with our determined commitment, AIS will achieve sustainable growth and gain the trust from all stakeholders and deliver continuous benefits for our shareholders in both the short and the long term.

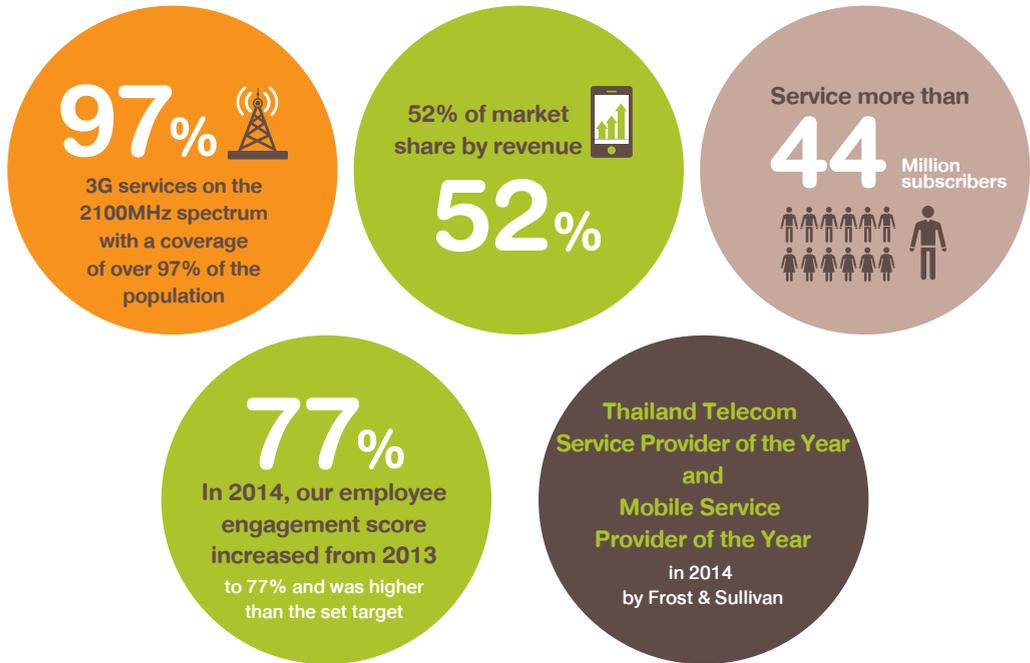


A handwritten signature in black ink, reading "Somchai Lertsutiwong".

Mr. Somchai Lertsutiwong
Chief Executive Officer

Business Overview

Advanced Info Services Plc. (AIS) is the leading mobile operator in Thailand. Our core businesses include domestic mobile services, international direct dialing services, and international roaming services. Our business strategy focuses on delivering a quality network and services to be the leading telecommunication company. We are committed to delivering the best customer experience and the service excellence has been our commitment for more than two decades.



General Information

| | |
|---------------------------------|---|
| Company name | : Advanced Info Service Public Company Limited |
| Date of registration on the SET | : 5 th November 1991 |
| Registered capital | : 4,997,459,800 Baht |
| Paid-up capital | : 2,973,095,330 Baht |
| Head office | : 414 Phaholyothin Road, Samsen Nai, Phayathai, Bangkok 10400 |

Today, AIS provides mobile telephone services in the 900MHz and 1800MHz bands for GSM (Global System for Mobile Communication) as well as the 2100MHz band for UMTS (Universal Mobile Telecommunications System) in order to support the customers in the age of the digital life. In 2015, AIS repositions ourselves as a Digital Life Service Provider instead of a Telecom Service Provider. To this end, we focus on the following 3 main areas:

1. Mobile Telephone Services

AIS aims to develop and expand its 3G and 4G networks so as to support the rising demand for data services.

Moreover, AIS will continue to increase its number of base stations to support the strong demand for data services.

2. High-Speed Broadband Internet Services over Fiber Optic Network (Fixed Broadband)

AIS provides integrated services to meet our customer demands. We provide broadband internet access from homes over fiber optic network with maximum speed 1000 Mbps through a variety of technology depending on suitability including VDSL and FTTx. These are the latest technology that is far better than the current ADSL technology which has a lot of limitation relating to speed.

3. Digital Content Services

AIS cooperates with business partners to develop new digital content services, including games, financial services, M2M, etc.

Financial Highlight in 3-consecutive year

| | Unit | 2012 | 2013 | 2014 |
|---|--------------|---------|-----------------------|---------|
| Direct economic value generated by company | | | | |
| • Total asset | Million Baht | 100,968 | 112,026 | 126,351 |
| • Total revenue | Million Baht | 141,549 | 150,578 ¹⁾ | 149,329 |
| Economic value distributed to social | | | | |
| • Operating costs ²⁾ | Million Baht | 62,068 | 68,997 | 79,610 |
| • Employee wages and benefits | Million Baht | 6,093 | 6,639 | 7,446 |
| • Community investments ³⁾ | Million Baht | 141 | 126 | 195 |
| • Payments to government | Million Baht | 39,411 | 36,451 | 29,506 |
| Payment to providers of capital | | | | |
| • Dividends | Million Baht | 30,241 | 33,889 | 35,052 |
| • Finance costs | Million Baht | 1,093 | 1,002 | 1,527 |
| Economic value of the company | | | | |
| • Net profit | Million Baht | 34,883 | 36,274 | 36,033 |
| • EBITDA | Million Baht | 61,436 | 63,691 | 66,428 |

Notes⁽³⁴⁻²²⁾

¹⁾ Total revenue for 2013 has been adjusted from the figure disclosed in last year's Sustainability Report (2013) due to the reclassifications of 2014 financial statements as it deemed more appropriate to the Group's business.

²⁾ Numbers for 2012 and 2013 were adjusted to align with the reclassifications of 2014 financial statements as it deemed more appropriate to the Group's business.

³⁾ Numbers for 2012 and 2013 were adjusted to include 2014 budget spending on company volunteer activities and sponsorship of projects related to sustainable development of the society.

Performance Highlights (G4-27)

Our Community and Society



We strive to build confidence and trust in communities surrounding our base stations and in society as a whole, by:

- Conducting risk assessments prior to the construction of a base station that take into account surrounding community environments; fostering understanding with community groups, supporting community engagement processes, and establishing community grievance mechanisms;
- Building community confidence in the safety of AIS Base stations and telecommunications towers;
- Implementing the “Sarnrak Project” to promote the institution of family, which serves as the foundation for a peaceful Thai society;
- Bringing technologies to support education through various projects, such as “AIS U Academy” and “AIS-BrandAge Awards”;
- Creating equal opportunities for all community groups to access communications technologies.

Our Customers



We are ready to deliver the highest quality experience to our customers so that they may have confidence in our products and excellent service, through:

- Building a quality 3G 2100 Network with over 97% coverage across the nation;
- Giving high consideration to customer privacy, by implementing strict policies of customer confidentiality and developing technologies to protect against the illegal access and inappropriate use of customer information;
- Conducting regular Customer Engagement Surveys to evaluate our service achievements;
- Disclosing accurate information to our customers in a transparent manner;
- Developing innovations that respond to all customer needs, such as Mobile BPL, You! Mobile, Future Experience, Payment Kiosk, Self-service IVR, AIS mPay Rabbit, etc.

Our Partners



We are committed to sustainable business growth with our partners that will lead to trust and satisfaction among all groups, by:

- Adhering to fair business operations and policies of delivering fair and appropriate partner benefits;
- Providing assistance and training to partners on various issues to strength the partnership;
- Opening new opportunities for business partnerships through the AIS the StartUp Program; and
- Conducting annual Dealer Satisfaction Surveys.

Our People



We are committed to cultivating good employee relations, supporting career growth, and developing their maximum potential to enhance satisfaction in the workplace, allow them to adapt to rapidly changing technologies and enable them to respond to all customer needs, by:

- Providing employee benefits that is above those required by law, in a fair and transparent manner, and that responds to the needs of each employ
- Establishing effective employee communication channels, a suggestion and grievance mechanism, and Whistle Blower Channel;
- Supporting employee growth through training and skill development to increase their knowledge on a wider range of issues and as required in their duties;
- Raising awareness on business ethics, anti-corruption, respect for human rights and volunteering;
- Creating a safe working environment that strictly adheres to Health, Safety, and Environmental standards.

Our Environment



We are committed to becoming an environmentally-friendly service provider by:

- Developing environmentally-friendly products and innovations, and encouraging customer use of such services like eStatement;
- Using environmentally-friendly technologies and supporting renewable energy use at base stations and switching centers;
- Measuring emissions from our operations for 3 years and analyzing the results to develop an efficient and appropriate management strategy;
- Encouraging our employees to conserve energy through environmental awareness-raising campaigns and programs.

The AIS' Way to Sustainable Development

As the vision to become the leader in telecommunication market in Thailand, we focus on business excellence through innovation, customer experience, technology and human capital development, as well as through our corporate culture. We place emphasis not only on the interests of the organization, employees and customers, but also on benefit to the society. Thus, one of our missions to help us achieve our

vision is that “ We commit to enhance value for our stakeholders through Sustainable Development and creating value to society through Creating Shared Value (CSV) ”. In accordance with our vision and mission, in 2012 we established the strategy and policy for sustainable business and conducted our business based on five core sustainability strategies for stakeholders, namely, community, partners, people, customers and environment.



Community

Bringing our society together

Customers

Providing the best customer experience

People

Growing our people with their strengths

Partners

Sustainable partnerships

Environment

Greening our future

In 2014, the Board of Directors resolved to elevate economic, social and environmental aspects to a higher management level. Previously, these had been the management’s responsibility. The Sustainable Development Committee* is now appointed to act as a sub-committee reporting directly to the Board of Directors and comprises two independent directors and the Chief Executive Officer. The Sustainable Development Committee is responsible for establishing the strategy and policy for sustainability in the organization. In addition, the Chief Executive Officer established the Sustainable Development Management

Committee (SDMC), comprising eight top executives, who are responsible for monitoring and developing AIS sustainability policy, reporting quarterly to the Chief Executive Officer, and appointing the Sustainable Development Working Group (SD Working Group). The SD Working Group comprises 13 representatives from all departments, who are responsible for implementing the plans based on the strategy and policy; evaluating the effectiveness and efficiency of performance for sustainable growth, and reporting the progress to the SDMC every two months.

Sustainability Governance at AIS



Note : *For more details on the Sustainable Development Committee, please see the Annual Report 2014

Our Strategy for Sustainable Development and Growth (G4-27)

Our sustainable growth strategy focuses on five focus areas as follows:

| 5 Focus Areas | Commitment | Material Aspects | Management Approach |
|---|--|---|---------------------|
| Community Bringing our society together | <ul style="list-style-type: none"> To thoroughly understand and take account of the needs of the direct community, and develop the appropriate strategic, integrated and systematic responses to ensure our social license to operate. To leverage our strengths as a network provider to meet the needs of the larger society and be viewed as an industry leader in a socially responsible business. | <ul style="list-style-type: none"> Local Community Acceptance | Page 13-18 |
| Customer Providing the best customer experience | <ul style="list-style-type: none"> To provide the best customer experience while tapping into new markets, through deep insight into people's needs, personalized products and services that meet those needs, and unparalleled service that says we will do our best to assure you live in "Your World, Your Way". | <ul style="list-style-type: none"> Network Quality and Reliability Customer Privacy Customer Satisfaction Innovation | Page 19-27 |
| Partners Sustainable partnerships | <ul style="list-style-type: none"> To share the responsibility for our partners' behaviors and actions. To build win-win partnerships through mutual growth. | <ul style="list-style-type: none"> Dealer Satisfaction Anti-competitive Behavior | Page 28-32 |
| People Growing our people with their strengths | <ul style="list-style-type: none"> To develop visionary leaders with our brand character. To create opportunities for people to learn and develop so that they can guide AIS toward its goal within the framework of sustainability. | <ul style="list-style-type: none"> Employee Engagement Human Capital Development Anti-bribery and Corruption Occupational Health and Safety Human Rights | Page 33-42 |
| Environment Greening our future | <ul style="list-style-type: none"> To develop innovative, yet easy-to-understand and environmentally friendly, products and services that will empower people today and meet the needs of future generations. | <ul style="list-style-type: none"> Emission and Waste Reduction Green Products and Services | Page 43-50 |



Our Community and Society

“Community acceptance not only enables AIS to continuously enhance and expand its network with the largest coverage but also provides us with opportunity to promote equal access to communication technology for all Thai people.”

In line with our beliefs and goals, we expanded our 3G services on the 3G 2100MHz network to cover over 97% of the population nationwide by 2014, enabling people in rural areas to communicate and receive useful and important information. We also provide a wide variety of products and services package to all groups of customers. Examples include a package of 3,000 text messages and 1,500 multimedia messages (MMS) per month on the AIS network at only 99 Baht per month for people with hearing problems, packages for voice and data services, mobile phones with a variety of features and prices for all groups of customers, SIM cards and packages for foreign workers at low calling rates to listed numbers, and U-Plus SIM cards for teenagers.

AIS Material Aspect

Local Community Acceptance

Targeted network expansion for nationwide coverage requires effective communication and understanding of the surrounding communities and landlords in the areas so as to gain acceptance and trust in our operations, towers and base stations. Failure to achieve this may result in network expansion delays and affect service quality as well as company reputation.

Management Approach

1. Building relationship with communities and ensure safety in AIS operations

- Conduct a risk assessment in the establishment of each base station in order to understand the demands and concerns of the surrounding communities. The three phases of assessment are as follows:



The evaluation is used to analyze and identify the appropriate management solution. The Community Relation Index (CRI) is also applied for determining/improving our future operational approaches.



Ms. Wilai Keangpradoo

Senior Vice President - Public Relations

AIS has established relations with the community and society, and will continue with our plan for making contributions to society as a whole and directly in the communities where our base stations are located. The activities are adapted to suit each area and community. Our technologies are applied to improve the quality of life and wellbeing for residents in the community. A variety of activities are organized to strengthen the community. AIS always provides support to people in time of disaster. Our objective is to enhance the living quality of residents in the community and society for true sustainability.

Community Relations Index: CRI



- Established the central and regional Community Relation Department to be a focal point in building relationship with the communities surrounding base stations as well as to convey information about the operation of the company so that the communities would understand and accept our operation.
- Supported the employees who are involved in the establishment and maintenance of base station to be our representative to make an understanding among communities on Radiofrequency, its impacts, and safety of the base stations and telecommunication towers. We strictly comply with the regulations from the Office of the National Broadcasting and Telecommunications Commission (NBTC). To provide essential information and enhance understanding, we also published journals and various media, such as the “Aunjai Station” journal and “360 Degrees Base Station Facts” DVDs. Besides, the Community Relation Department is also responsible for enhancing community participation and engagement.
- Provided Community Relation Trainings for all related associates and engineers on a quarterly basis. The training also includes field training,

The Community Relations Index (CRI) is an index of relationships between AIS and people around our base stations and helps us understand the concerns of the people in each community. In 2014, we had 21,300 base stations and we collected 203 complaints. The CRI was 99.01%, which was higher than our expectations. This result indicates that people who live around our base stations have a good understanding of and good relationship with AIS.

- reviews and visits to the communities. This training was also offered to sub-contractors.
- Built good relationship with Landlords where base stations are located by encouraging joint ownership. The landlord could also become another communication channel to listen to and enhance understanding of the community.

Ms. Daranee Wirodjanapong
 Manager, Bang Saen Royal Sea Palace Condominium, Chon Buri

I am confident and pleased to be a part of the AIS Signal Network Development project. I trust the AIS staff, who always provides excellent services, care or any other support for our tenants or neighbour communities. When our condominium has slow Internet connection problems, AIS responded by providing a high speed internet system. Our tenants at Bang Saen Royal Sea Palace Condominium can use the system for their faster and more convenient communication. AIS helped us to solve the Internet problems we had with our previous provider. Furthermore, they are prompt at providing internet solutions as soon as a problem occurs.

- Provided a communication channel to receive recommendation and/or complaints from communities. This step included procedures to examine, explain and respond to the complainants and related management.
- Built confidence on the safety of base stations by constructing the stations in compliance with the Building Control Act 1979. All base stations were designed under the regulations and standards of the Engineering Institute of Thailand. This compliance provides AIS base stations with wind resistance at up to 130 km/hour. Furthermore, strength and life span evaluations are scheduled annually for all base stations and telecommunication towers.
- Engaged the International Commission on Non-ionizing Radiation Protection (ICNIRP) to evaluate the Radiofrequency (RF) of all our stations. Field operations conducted randomly evaluated 100 stations in 2014.

In 2014, we developed a new procedure based on the following two steps for identifying appropriate locations for new stations:

1. Conducting survey and assessing risks prior to the construction of base station. Our criteria for selecting location is that the location should be appropriate both in terms of quality of the service and the environment of the community

2. Enhancing community relations to provide information and create better understanding among people in the community

2. Expanding acceptance from community to society level

AIS conducted a wide range of projects and activities to create awareness and encourage a good living environment in three dimensions including:

- Promoting family such as the “AIS Family Walk Rally” event and “Family Inspiration creates non-stop learning” advertisement.
- Enhancing inspiration such as the production of short films based on true stories from AIS associates including “PINEAPPLE,” “THAI FOLK DANCER,” and “TRY” broadcast on Social Media channels and YouTube.
- Support education such as the launch of the “AIS U Academy” application to enhance educational efficiency and preparation for college level among high school students and the AIS-BrandAge Award, which has been on-going for eight years, offering university students the chance to obtain real life experience through an online marketing and service contest.

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สร้างการเรียนรู้ที่ไม่รู้จบ

สานรัก
จากไอเอส



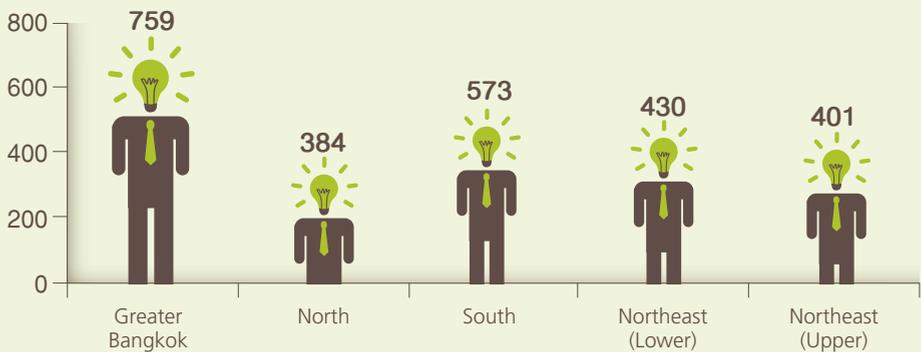
The AIS-BrandAge Award

is an annual project that was created by AIS in connection with BrandAge, a Business and Marketing magazine. The project has the aim of providing opportunities for students to express their creative ideas separate from in-class learning.

In 2014, the project celebrated its 8th anniversary with an episode entitled, “MADE BY YOU; Life you can choose.” Nowadays, the enhancement of Social Media skills has increased in importance in terms of the development of societies. Therefore, we raised this issue as a task for students to plan and develop strategies in the Integrated Marketing Communication plan (IMC Plan) to communicate directly to the target group so as to know ‘MADE BY YOU,’ a simulating project for students to learn about marketing via mobile networks in the future. Its purpose focused on communication devices that were compatible with social media or digital marketing. The contest attracted the attention of students from around the country as shown in the diagram below.

Twenty-five selected teams had an opportunity to attend a training camp to learn more about the topic. After attending the camp, the students were able to acquire a better understanding of the subject that could be applied to create benefits for society by providing everyone with greater access to the telecommunication technologies.

Numbers of participation of AIS - BrandAge Award #8



3. Providing equal opportunities for everyone to truly access telecommunication technologies

Currently, the ability to access news and information can be dramatically differentiated by income, social status and education. Being the number one telecommunication provider of the country, we have used the strengths of our staff, network and wide variety of products and services to respond to the needs of all members in society. We continued to reduce inequality in terms of the ability to access information technology by rapidly creating a network that covers as much of the population as possible. We provided knowledge on using communication devices, smartphones, applications, and software to seniors, people in remote areas, etc. With this information, they could add more value to both their lives and the economy. We also cooperated with our business partner to provide customers with banking services via their mobile phones, thus decreasing overhead costs and time.

4. Creating social innovation to reduce inequality and promote a better Thai society

Between 24 December 2014 and 16 January 2015, AIS ran the “AIS Beautiful Sound” campaign for Thai people to submit images or videos sending best regards and best wishes to people with hearing disabilities. The participants could post their images or videos on Facebook or Instagram with the #aisbeautifulsound hashtag or via AIS Beautiful Sound booths at major locations around the country. AIS would donate 10 Baht per wish to The Foundation for the Deaf under the Royal Patronage of Her Majesty the Queen.



AIS had 28,000 Wifi service stations throughout the country at the end of 2014.

Community and Society Performance Table

| Description | Unit | 2012 | 2013 | 2014 |
|--|--------------|---------|---------|---------|
| Support for Employee Volunteer | | | | |
| • Number of working hours of employee volunteer on social activities | Hours | 1,440 | 1,200 | 3,320 |
| • Funding sponsored by the company to support the project or volunteer activities | Baht | 214,024 | 187,947 | 814,410 |
| Social response budget | | | | |
| • Donations for charities and foundations i.e. Saijaithai foundation, Anandamahidol foundation, and Thai red cross society, etc. | Million Baht | 45 | 39 | 31 |
| • AIS community investment for social benefits i.e. donate ambulance to Bo-klua hospital at Nan province. | Million Baht | 43 | 40 | 34 |
| • Commercial investment (sponsorship) to support organizations or institutions for charitable causes i.e. budget support for 100 years building of faculty of engineering of Chulalongkorn University. | Million Baht | 80 | 57 | 92 |



Our Customers

“Advances in telecommunication technologies are changing our way of life. AIS strives to respond to all lifestyles of our customers with better quality products and services to create excellent customer experiences while also protecting the privacy of our customers”

AIS operates with customers as the central point of our operations. We are dedicated to creating a quality network, protecting customer privacy and securing personal information. We continue innovating new products and services to ensure that our customers will have the best experience with us. All the way to 2015, we have been developing ourselves from a Telecom Service Provider to a Digital Service Provider in order to respond to all of our customers’ different lifestyles and needs.

AIS Material Aspect

1. Network Quality and Reliability

With the strong competition in the telecommunication service industry, consumers are changing their behaviors from voice services to data services available over the Internet. Network quality and reliability have therefore become an important element for providing the best experience and appreciation of our service.

Management Approach

With the two-year budget of more than 60 billion Baht, we have been rapidly expanding our 3G 2100MHz network to cover 97 percent of the population nationwide. The expansion was faster than regulated by the Office of the National

Broadcasting and Telecommunications Commission (NBTC) which stated that licensee should expand its network to cover 50 percent of population within two years and 80 percent within four years. We are thus number one in Thailand for 3G 2100MHz network coverage. AIS also uses the Quality of Service (QOS) regulated by NBTC as an indicator of network quality control and reports on its website on a quarterly basis.



The NBTC determines the standard of Quality of Service (QOS)

In five areas:

1. Success Call Ratio both within and across networks
2. Drop Call Ratio
3. Ratio of false Service charging
4. Waiting/Holding period for receiving services from call center
5. Percentage of radio network unavailability

In addition, we have established an Internal Network Quality Management (NQM) department which is responsible for evaluating the quality of voice and data services. The department uses the evaluation to determine the Network Reliability Index (NRI) which is included in our Corporate Balanced Scorecard in order to constantly improve our services. This information and reports are presented to the management by the NQM department on a monthly basis.



In 2014, the NRI was 3.74
which was beyond our target at 3.60

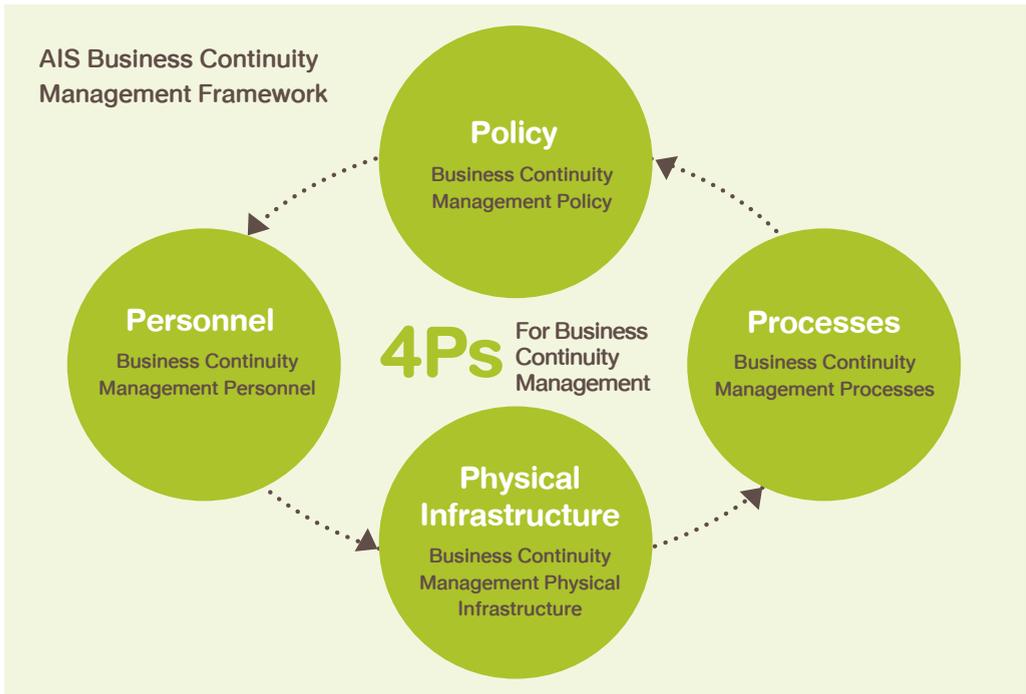
We also use Lean Six Sigma (LSS), a procedure to achieve organizational excellence, in order to improve the quality of our network and identify opportunities for improvement for direct solutions and on-going effectiveness.



We check and analyze information relating to service quality through the Network & Service Operation Center (NSOC), which operates 24 hours a day. In addition, we have a Centralized Fault Management System (CFMS), Performance Management System (PMS), and Trouble Ticket System (TTS) to assist and coordinate

in providing maintenance and services throughout the country.

For management of network improvements, our Activity Control Management (ACTM) department is responsible for ensuring that all changes are free of any errors that could affect our customers. All activities must pass a risk evaluation and have a back-up plan for dealing with unexpected issues during and after the change. We have also prepared a Business Continuity Plan in case of emergency and practice the plan accordingly every year to ensure our continued ability to deliver and maintain a high quality service during times of crisis or an emergency situation.



Furthermore, we have continually expanded our 3G 2100MHz network in order to increase the service availability. We use small cell technology to solve the problems in areas with limited spaces for setting up a base station, no-signal areas, and high density areas.

2. Customer Data Privacy

AIS respects the importance of personal information and the protection of customer privacy. We ensure the protection of personal information, privacy, and freedom to communicate of all 44 million customers. In order to achieve genuine business growth and sustainability, our customers need to feel safe and secure regarding news and information usage and their personal information must also be protected. This is an important factor for creating on-going relationships between customers and the organization. In addition, this also represents the organization's dedication to complying with laws and regulations and respecting human rights.

Management Approach

- Generate policies, rules and regulations to secure and protect the personal information of our customers. These policies and regulations cover the eligibility to access information, frequency in changing the passwords of employees and associates for accessing information, and the protection of scheduled information back-up.
- Require all employees to attend training and take the test on "Protecting and Securing Customers' Personal Information." As a result of the training, all employees passed the tests. Furthermore, we published related organizational

statements and policies in protecting the personal information of AIS customers via the organization's intranet.



100% of employees received training and passed the related tests about "Protecting and Securing Customers' Personal Information".

- Improve the mechanism to assist customers to conduct business safely via the information system as well as to control their personal information, including:
 - The use of One Time Password (OTP) to ensure the total privacy of customers' personal information when conducting online transactions
 - Stipulation that Personal ID number be used to identify themselves when conducting business transactions
 - Improvement of Information System to limit access information based on authorization.
 - Communication with customers to constantly discuss the safe use of personal information

In terms of the evaluation of security for computer and information systems under the ISO/IEC 27001:2013 standard during the end of 2013 and the beginning of 2014, AIS acquired an excellent score of 3.54. In addition, in 2014 we improved our scope of work on IT Security which has been accomplished for more than 70%. We reorganized the hierarchy of information confidentiality and will necessitate administration for each level in the next step.

We have been continually dedicating ourselves to solving the problems arising from operational mistakes and paid strong attention to investment in operational development for the security of customers' personal information. In 2014, the complaint ratio related to personal information was at 0.00041% of all complaints. Although this

was higher than the previous year, these cases were not intentional violations of personal information. In fact, they were human errors in the operational process, such as terminating the wrong number or the incorrect application of packages. However, we did not identify any problems of information leakage or unauthorized use of personal information.

Ratio of complaints pertinent to the violation of personal information compared to overall complaints

| Year | 2012 | 2013 | 2014 |
|---|---------|---------|---------|
| Total complaints | 328 | 248 | 412 |
| Personal information violation complaint ratio compared to overall complaints (%) | 0.00025 | 0.00020 | 0.00041 |

3. Customer Satisfaction

Customer satisfaction is the main focus of our service. This is because satisfaction will bring customer loyalty and will contribute to our long-term growth. Every department is crucial for us in providing the best customer experience as well as in continually maintaining customer satisfaction which would contribute to our sustainable growth.

Management Approach

- Customer Engagement
 - Customers are part of our business operations. Therefore, we included Customer Engagement into the strategic plans of our organization by creating our Customer Satisfaction Index (CSI) on a quarterly basis and comparing it with international standards.



Mrs. Vilasinee Puddhikarant
Chief Customer Officer

“The business of AIS is to deliver mobile phone or wireless technology services. Our purpose is to provide the best experience of using our services and also be able to respond to customers’ needs in each specific case. Therefore, the expansion of our high quality AIS 3G2100 network all around Thailand must be prioritized along with providing good Customer Service. This year, we are emphasizing the importance of leveraging our services to increase the number of Experience Centers to more than 200,000 points around the country. These centers focus on customers’ needs and are designed to respond to all needs in the form of a Total Experience. Our professional service-minded staff is eager to provide a quality service with the latest innovative technology, for the utmost convenience and positive experience of our customers.”



- Listen to customers’ problems and comments about products and services

We established a communication channel to receive complaints from customers via AIS Shops and the AIS Call Center 1175 for general customers, 1148 for Serenade customers, and 1149 for corporate customers. These communication channels receive comments and/or complaints directly from customers and recording them in the system. If Call Center operators or sale representatives are capable of solving the complaints, they are allowed to take immediate action. Then the system will record the problem as a solved problem. However, if the employee cannot solve the problem, the complaint will be sent to the relevant department for review, correction and reporting the result to the customer.

We also established Complaint Management Centers to handle all complaints from government offices such as the NBTC or OCPB, or from AIS management.

We have also arranged a procedure to provide the appropriate resolution of complaints, such as free cancellation of messaging services free of charge, setting an agreement with content providers, including punishment for violation in order to prevent them from sending inappropriate messages or sending messages to customers at inappropriate times. For complaints pertinent to internet connection caused by wrong setting defaults, we used various channels and media promotions to provide the steps and instructions for upgrading. We also expanded our network to cover more areas to also help with solving these problems. In terms of function and billing mistakes, which mainly occur with customers who are new to the internet feature of smartphones, we eased the problems by sending messages to customers to remind them about this feature regularly.

- Be open and transparent to customers

Our monthly invoices are itemized and provide clear descriptions. The invoices are sent to customers by post and electronic channels. In addition, we offer an eService for customers to check their usage or promotion packages on a 24/7 basis. Our customers can check the details either via the AIS website or the eService application. The customers can see their current package, additional service and privileges, outstanding balance, historical charges, data roaming and other details of usage.

Ms. Thitaporn Wichanyrak

13 years and 6 months customer

“From the beginning, I chose AIS because I trust the AIS system. The most important thing to me is that I receive excellent service and I am happy with the staff. AIS staff have been taking excellent care of me. I have been an AIS customer from the beginning and never had a thought to change. Although I changed my package sometimes, I received great advice from AIS staff for my convenience and economic benefits. Therefore, I am very impressed with how they have been taking care of me all these years. AIS also provides other benefits, such as cheap movies tickets, cheap places for gas, and parking spaces. Furthermore, Serenade customers receive a warm service. I will probably use AIS forever.”

4. Innovation

In the face of high competition in the telecommunication industry and rapid changes in consumers’ behaviors and needs, innovation plays an essential role in helping businesses respond quickly to these changes. Furthermore, innovation enhances and maintains the image of a brand as the leader in the industry.

Management Approach

AIS uses research and innovation as the main driving mechanism of the organization. This is the culture that all of us at AIS must follow. The creation of innovative products is one component of our Corporate Balanced Scorecard, which consists of three parts: products and services innovation, process innovation, and new business model.

In addition, we encourage all employees to express their ideas for practical innovation through our innovative creation competition, the Eureka Awards. This project has committees to select winners on a quarterly basis. Winning ideas must create a benefit in terms of improving the quality of work and leveraging services for our customers.

In 2014, 634 employees submitted their ideas for Eureka Awards in a total of 311 projects. Fifty-one ideas were selected to receive the awards. From this dedication to supporting innovation in the organization, AIS developed a wide variety of innovative products and services in the past year, including:





Product and Service Innovation

- AIS Mobile BPL: A service that broadcasts Premier League football matches live on mobile phones via the AIS On Air application. Customers can watch all matches throughout the season and received live results minute by minute. This innovation was provided in direct response to the customers who wanted to be kept up-to-date with the matches in real time.



on mobile phones that offers customers high flexibility. The customers can adjust their service charges and Internet services by themselves.

This service responds directly to the young generation, who mainly use online services.

- AIS Cloud Plus is an application that can collect and share information on a 20 gigabytes online space for customers' convenience.

- AIS Future Experience at AIS Flagship Store is a joint project between AIS and SingTel to research and develop Future Cube technology. This is the first technology in the world that illustrates the future of communication, which combines three technologies into one.
- AIS Payment Kiosk is an original model of self-service payment at AIS shops. Besides making payment by themselves, the customers can make payments for other services either by cash or credit card. AIS Payment Kiosk can also support six languages: Thai, English, Russian, German, Chinese and Burmese.



AIS Payment Kiosk

In 2014, customers continued using the AIS Payment Kiosk. 75% of these switched from the counter service to the AIS Payment Kiosk accounting for total transactions of more than 235 Million Baht. The overall satisfaction was at 77%.



Process Innovation

We developed Free Self Service IVR 1175* which offers customers more options and convenience to use our service 24/7 instead of calling to speak to an employee. With this service, customers can change packages and add more services and the system could suggest packages based on their usage history.

New Business Model

- AIS the StartUp which is a project that opens opportunities to express new business ideas in the form of a contest. The selected project will be developed to become a real product or service, for which revenue will be shared between AIS and the developers.
- mPay Rabbit which is an innovation through which we cooperate with customers to change a mobile phone into a wallet. The customers can use Near Field Communication (NFC) to make a payment, such as paying for BTS travel, purchasing movie tickets or making payments at participating restaurants.
- Beat Banking which is the new mobile banking service developed in collaboration with CIMB Thai Bank PLC. Customers of this service will be entitled to a variety of privileges including electronic saving service with annual 0.5% interest rate which is higher than normal saving services and will be paid monthly. Besides, customers can also use this service to make payment, transfer fund, and withdraw money on a 24/7 basis.

Customer Performance Table

| Description | Unit | 2012 | 2013 | 2014 |
|---|-------|--------|--------|--------|
| Customer Privacy | | | | |
| Information and IT security assessment maturity score | Score | - | 3.54 | 3.54 |
| Complaint Ratio on Personal Information Violation compared to overall customers | % | 0.0009 | 0.0006 | 0.0010 |

Note: The Information and IT security assessment score has been deployed since 2013.

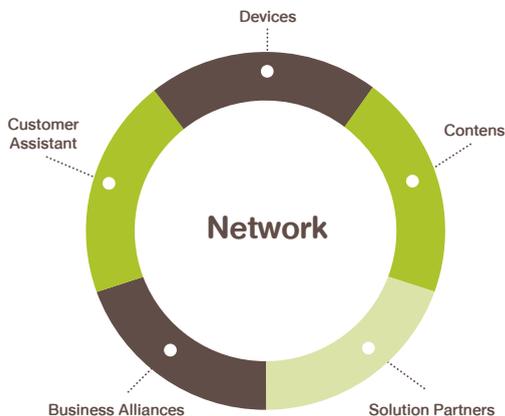


Our Partners

“ Our partners – whether they are suppliers, contractors, dealers, retailers, or application and content developers – are of importance to AIS’s business. We are therefore committed to our Ecosystem business concept as we believe that it helps both our partners and our business to grow sustainably.”

We are pleased to collaborate with our partners, share useful information, and together contribute to product and service innovation. We are committed to enhancing our partners’ capabilities in terms of knowledge development, competitiveness, and business operations which take into account community and environmental impact, and respect for human rights. We aim to cultivate a work culture in which the personnel of our partners feel like they are a part of AIS. Our ultimate goal is to create an understanding with our partners for our mutual advancement in the face of high competition and rapidly changing technology.

The AIS Ecosystem, which enables us to collaborate with business alliances and partners, consists of five main elements:



AIS Material Aspect

1. Dealer Satisfaction

As our business is solely as a provider of telecommunications services, our partners, whether upstream or downstream, are integral in helping us to achieve our purposes and deliver the best products and experiences to our customers. Ensuring partner satisfaction and loyalty is therefore essential for our sustainable growth.

Management Approach

- Adopt a policy for the fair and appropriate distribution of benefits – We have a concrete policy on the provision of benefits to our partners of each type. We communicate clearly with our partners prior to the signing of a contract.

In 2014, we trained our business partners’ personnel for 88 hours in a person, with training attended by 9,289 persons. We organized the “Young Telewiz Management Program” for the heirs to Telewiz Shops to develop and enhance their capabilities in business management, including training on marketing and products, customer service, accounting and finance, technology and IT, and human resources management.



- **Strengthen Partners' Capacity** - We support the skill development and capacity-building of our partners' personnel, in particular for Telewiz and our dealers, so as to reflect the same level of potential and competency as AIS personnel. For Telewiz personnel nationwide, as a main partner, we provide training on the use of package management software and appropriate customer services under the Service Fulfillment (SFF) program, as well as basic training to improve their efficiency in responding to application orders, essentially to develop the fundamental skills to meet AIS standards. We adopt the Service Quality for Telewiz (SQT) standard as an indicator to assess the performance of each Telewiz Shop. The shop should have an SQT score of no less than 60 out of 100 points and should have an average score of now lower than 75 points. During 2014, results showed that all of our Telewiz Shops passed the SQT score requirement with an increase from 79 to 81 in the average score. Our goal is to develop the standards of our Telewiz Shops to be equal with AIS Service Centers.

Additionally, we have a series of initiatives for other business partners. We hold annual AIS Partner Conferences to build the capacity of sales representatives across the country, and provide basic skills-training workshops on topics such as sales etiquette and internet protocol use. Finally, we elevate the working standards of our dealers and upgrade those with high potential into AIS 3G Service Points, our one-stop shops, so that our our customers can access our services more conveniently.

I and my staff put importance on friendliness. We suggest the most appropriate supplementary package to suit the needs of each customer. After my shop was upgraded to an AIS 3G Service Point, the variety of services we were able to offer increased such as changing SIM cards, post-paid service registration, and assistance in the move from and to other service providers. I think this provides convenience for our customers and thus brings the shop more income. I also added more techniques to attract more customers by using video commercials. In August I used the new 3G Service Point commercial, which I think created a good atmosphere for our shop.



Sunee Mudhab

Mobile Phone Retail Shop in Tephra,
Songkhla Province

- Develop new partnerships for mutual growth - AIS launched its “AIS the StartUp” initiative in 2012 to support content and application developers. As part of the initiative, we select a start-up whose work is in line with our business strategy on digital products, and support them on conducting business in a sustainable manner. AIS provides business knowledge to these start-ups to encourage them to discover new pathways in innovation, to discover new markets, and to create marketable products. In this regard we also facilitate their collaboration with our domestic and international partners, such as Samsung and SingTel, enabling these start-ups to broaden their view of the digital service in Thailand, in Southeast Asia, and in the global economy.
- Assess dealer satisfaction annually - We conduct dealer satisfaction surveys annually for Telewiz Shops and our dealers. Our ultimate aim is that, by increasing dealer satisfaction, we would be able to increase customer satisfaction and mutually grow our businesses.



Pratthana Leelapanang
EVP-Marketing

Thailand is filled with developers and start-ups that have creative ideas and the courage to try new things. Our AIS the StartUp project is another driver to encourage these developers to show their ideas and talents. It is very important especially since Thailand is now on the verge of going into the 3G era where there will be an increased demand for data and application usage. This provides new and unlimited business opportunities for these developers. AIS would like to become the driving force in supporting this group of technology start-ups for their sustainable growth.

Our plan to support the selected partner is to develop the product and business plan in order to launch to market in a period of 3-6 months. AIS is open and ready to support start-ups at all times. All start-ups can apply their products and join us for further development and thus become AIS business partners in the future.



2. Anti-competitive Behaviors

We avoid anti-competitive behaviors that include price collusion, prevention of free competition, and monopolies not only because they attract government attention, but also because our business partners trust and expect AIS not to engage in such behaviors. We are strongly committed to operating transparently with all of our business partners, and ready to demonstrate that we are good corporate citizens.

Management Approach

We have a Business Ethics Policy and Procurement Policy that are promoted among our employees and business partners. We detail guidelines on pricing, price comparison, and bidding practices that are in line with international standards. For the sourcing of high-value products and services, we mandate that a Procurement Committee be established, comprising related functions such as accounting, finance and procurement. The Committee is responsible for selecting the products or services by using comprehensive

criteria that cover aspects such as, anti-competitive behavior, violation of intellectual property and human rights, and the environmentally-friendly nature of the products or services. We always adhere to good governance practices. We apply the same sourcing principles for those suppliers associated with AIS and those that are not, based on the highest benefits that AIS will receive. The procurement policy was drawn up and put into practice in 2004, and must be complied with by all levels of staff, management and board committees. It indicates that suppliers must not be relatives of our employees nor be ex-employees who have resigned from the company for less than a year.

In addition, we have a procurement policy that does not support collusion or hoarding to ensure that we conduct business fairly with all of our partners. We also drive collaboration between companies within the industry and with the government to promote fair competition.

Partner Performance Table

| Description | Unit | 2012 | 2013 | 2014 |
|--|--------------|-------|-------|-------|
| Dealer satisfaction - Strengthen Partners' Capacity | | | | |
| Amount of employees who received training on essential skills | Persons | 8,738 | 9,210 | 9,289 |
| Total amount spent on the employee training among all partners | Million Baht | 2.5 | 4.2 | 3.0 |



Our People

“ For AIS, employees are the most important person who helps drive the company to sustainable growth and success.”

With this understanding, we strive to create career growth, provide proper compensation, give professional development opportunities, provide an appropriate working environment, and ensure fair human resource management, according to principles of human rights and good governance policy.

AIS Material Aspect

1. Employee Engagement

Employee commitment can reflect in the effectiveness and efficiency of the employees’ work, turnover ratio and HR costs. Therefore, AIS strives to retain all employees by implementing policies, activities and projects to encourage all employees to be happy, committed and willing to bring AIS to sustainable success.

Management Approach

- Providing proper, fair, responsive remuneration and benefits to each group of employees We use the following 3Ps policy to determine employees’ pay:

| | |
|---------------------|--|
| Pay for Position | : Providing remuneration based on duties and responsibilities |
| Pay for Person | : Providing remuneration based on performance, which is appraised from the operational success index for the individual and the team |
| Pay for Performance | : Providing remuneration based on the skills, knowledge and talent of the individual employee |

In terms of managing payment and benefits for employees, the company will consider all diversity regardless of gender, age, work characteristics or lifestyle choice. The benefits include, for example, offering three options for healthcare plans for employees to choose from based on their own lifestyles, providing fitness centers and karaoke rooms to encourage employees’ physical and mental well-being, or offering pension programs.



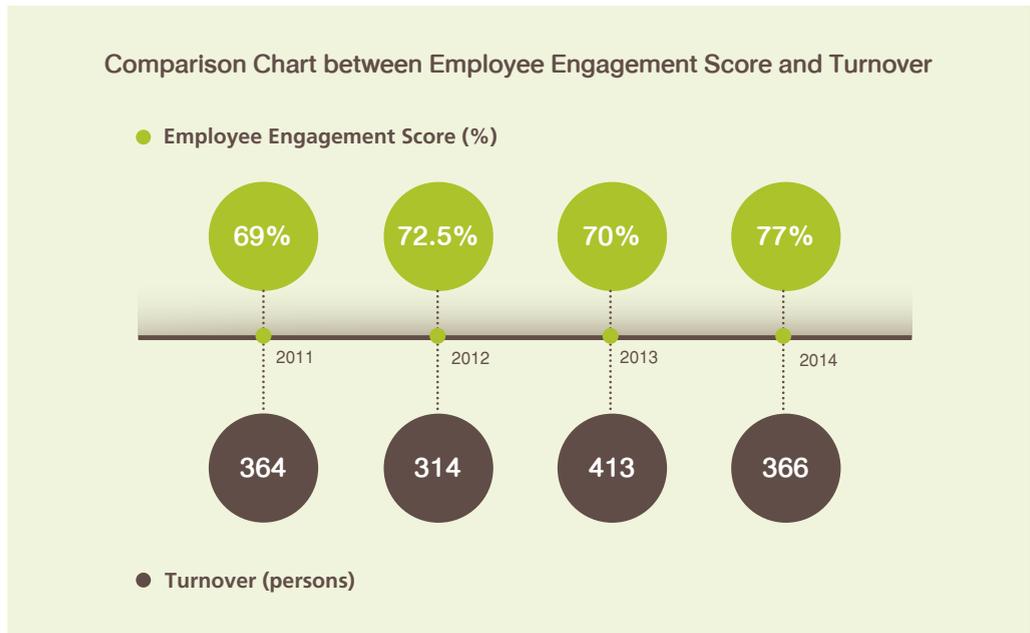
The “AIS Provident Fund”

is operated under an external mutual fund company, which is certified by The Security and Exchange Commission. Employees can voluntarily participate in this fund. Both the company and employees will contribute to the fund equally in a range of between 3% - 7% of the participant’s salary. The company will contribute based on term of employment with a maximum contribution of 7% of the salary for 8 years of service.

- Ensuring straightforward and transparent communication of important matter to employees in a timely manner. We follow communication policies of keeping employees informed about company strategies, operational direction, operational goals and essential situations that will affect the company or the employees. Several channels are used to support this policy, whether it is via a direct chain of command, Intranet, voice message, forum or CEO Talk program. Each communication will be held in a timely manner in order to keep employees informed and provide time for any necessary adjustment. We also provide information to employees regarding legal privileges, code of conduct, and ethics from their first day on board.

- Providing channels for listening to and receiving comments and complaints from employees. Employees can express their questions and concerns via their immediate supervisors, web-board, or the Nokweed system. All comments and concerns will be brought to considerate with appropriate approaches and presented to relevant management and/or related committees.
- Establishing the same targets between supervisors and employees. This will allow employees to achieve their targets without significant stress.

With our dedication to creating employee satisfaction and organization commitment, the commitment score in 2014 was at 77%, which increased from 70% in the previous year and exceeded our expectation of 73%. Furthermore, the company was selected to be one of the top five Most Admired Companies to Work for in Thailand.



Mr. Visaruth Pisan (20 years 7 months employees)
Position: Switching N/W Planning & Operation Manager

I feel that AIS is a very friendly organization. When I first joined the company, there were not too many employees. We worked together like a family. This is the strength of AIS, which still exists nowadays. I think AIS is a sustainable company as well as a very professional company. I have to say that all my brothers and sisters here are really professional. When we have to confront a problem, we help each other to overcome difficulties, which is another strength of the company.

I view AIS as a company of challenges and one that always gives opportunities. I have been here from being NMT to GSM until 3G including LTE, which will happen soon. Now, we still have challenging questions that need cooperation from everybody in order to bring sustainability to our company. I heard somebody said one day that even when we do not work anymore, we will still want our children to be the next generation that bring growth to the company in the future.



2. Human Capital Development

Among the extreme competition in the industry and the rapid changes in technology and the changing customer behavior that demands more data services, we need to enhance and develop new skills for our employees throughout the organization. In this way, employees can obtain knowledge, skills and working methods that will position us on the path of success and equip us with the capacity to handle change. As a result, our employees will succeed and be happy in their work, which will add a competitive advantage to the company.

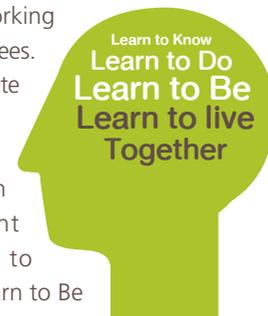
Management Approach

- Creating professional development policy with annual review AIS is committed to enhancing our employees' capacity for development as a key strategy and objective of the company. In order to drive the organization to sustainable development with a professional culture, we keep our promise

to employees that "AIS is ready to grow together with you" and that we are ready to support all personnel to produce quality work and deliver value added products and services to our customers. We also build a strong bond between employees and the company under our learning organization principle. This makes AIS the "right" organization for all employees.

AIS encourages and supports learning processes for employees' career development and for the creation of a quality working environment for employees.

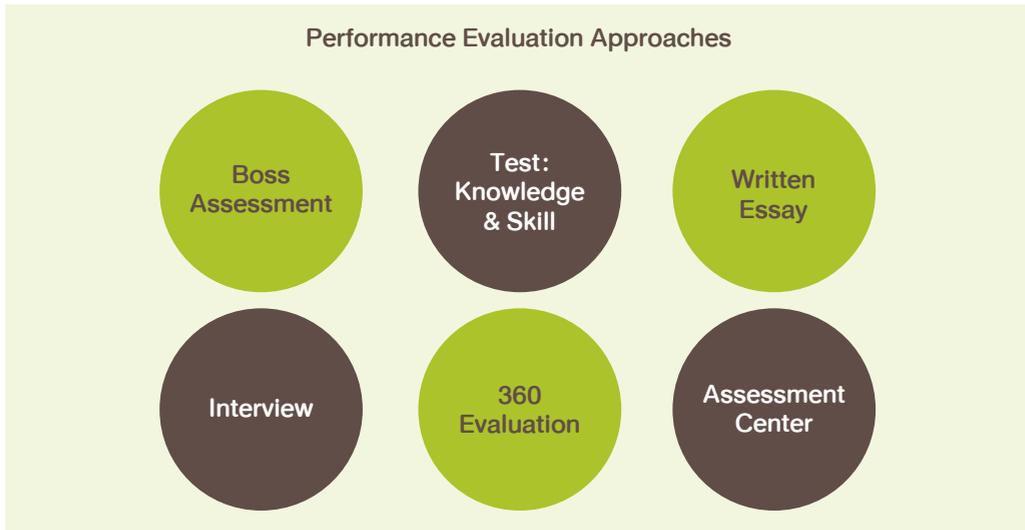
In order to do so, we create a policy of following a comprehensive organizational human resource development which includes Learn to Know, Learn to Do, Learn to Be



and Learn to Live Together. Employees will gain knowledge, competence and the capacity to prepare them for changes and competition in the Digital Life era of the telecommunication industry.

We create and develop “New Abilities” for our employees throughout the organization and encourage them to have a “Fighting Spirit” in order to be prepared to “Win the War”. This can be achieved through a cooperative approach of “Care and Share” in terms of knowledge, information and understanding of the differences of individuals who work with the same business objective. Employees will be able to offer products and services that are modern and varied to meet all customer requirements. From this, customers will be able to choose products and services that match their needs. As a result, the company will have more opportunities to increase its market share and competitive advantage in the industry. Our approaches include:

- Creating development plans that fit with the capacity and career aspirations of employees on individual, group and project levels. Employees will have a career path and progression that support successor identification and group development. In return, it provides our company with continuation of organisational objectives.
- Encouraging self-learning among employees and knowledge sharing through a variety of learning channels and methods. Employees can share their knowledge via Knowledge Management Portal, the company intranet system, and create a practitioner community for exchanging knowledge among employees. These channels are for the benefit of employees to improve themselves, their co-workers, their actual duty and our organisation.
- Being committed to supporting employees’ continuing career growth. We provide all employees with opportunities to identify and use their abilities and competence. Employees have options to switch their line of work to enable them to fully utilize and develop their knowledge and skills through our annual Career Next Day event and internal recruitment on the company’s intranet.
- Using ethical performance management and modern and various evaluation approaches. We require supervisors and subordinates to determine goals and objectives together. They need to help each other to accomplish their objectives. The supervisors must give performance feedback regularly and the employees will receive rewards based on their performance.



- **Organization of Training Courses** To advance the knowledge and skills necessary for our employees' work performance, AIS promotes self-learning and mutual knowledge-sharing through various platforms and effective learning methods, such as the Knowledge Management Platform available through the company's intranet, and the establishment of a community of practitioners for knowledge exchanges. Such methods will help to enhance the values of lifelong learning amongst our employees, and enable them to adapt to the rapidly changing technologies of today.

AIS recognizes the importance of language skill development for our employees, to help them elevate the quality of AIS services, support the company's expansion, and prepare for the upcoming ASEAN Economic Community in 2015. The English Language Development Center was established with the particular aim of developing language skills for employees in client-facing positions.

Language training has been provided to employees in over 60 branches across the country, including AIS Call Center staff, resulting in a 66 to 85 per cent increase in customer satisfaction among our foreign customers. AIS believes that language development, aside from delivering better services to our customers, will eventually contribute to greater personal and professional successes for our employees in the future, as well.

Apart from in-house training, AIS also encourages our employees to attend training courses organized by other institutions or agencies, within and outside the country, which are directly relevant to their work and responsibilities. In 2014, AIS implemented a variety of training courses to develop our employees' knowledge and skills necessary in their work performance. On average, our employees received 431 hours of training per person, equivalent to 110,573,835 Baht paid in training expenses.

Mr. Issara Dejakalsaya

Executive Vice President - Solutions

“In the rapidly changing and competitive world of telecommunications, AIS has adjusted its management system into a decentralized network that allocates responsibility to unit leaders at all levels, while promoting a teamwork approach based on shared understanding. The competitiveness of the company thus depends on each and every individual.

All of our employees further understand that they are like small parts of an engine, each critical for the overall success of the company. We have clear communications, visions, policies, strategies and targets for all employees to understand and work towards, which ensures the continued success of the company. The Company Balance Scorecard, additionally, serves as a joint target for the mutual benefit of the company and all of its employees.”



3. Anti-Corruption

In 2014, aside from providing career development opportunities for our employees, AIS emphasized the importance of social responsibility and good business ethics. Under the guidance of the Business Ethics Committee, our employees were informed of the Code of Business Ethics through various channels, such as the AIS intranet and notice boards. A “Thinking Ethics” activity was also organized to promote awareness of the issue, where experts were invited to share success stories and best practices from their experiences. Furthermore, the Business Ethics Committee has set up a channel for reporting instances of misconduct or fraud - the Nokweed Hotline - which serves as AIS’s official and confidential Whistleblower Hotline (for more information please refer to <http://investor.ais.co.th>).

Any individual who reports instances of alleged misconduct or fraud will be protected under AIS’s Whistleblower Protection Policy, whereas the accused will receive the rights to contest such claims during the investigation process, to be carried out by the Business Ethics Committee, Internal Audit Department, and Human Resources Department. Once completed, the investigation report will be submitted to the Management Committee, Internal Audit Committee or Executive Board for their notification, based on the degree of the offense committed and its implications.

To demonstrate our strong commitment against fraud and corruption in all forms, on 16 December 2013, AIS signed a declaration to participate in Thailand’s Private Sector Collective Action against Corruption (CAC). ***In 2014, a total of 6,015 employees were trained on business ethics, increased from 200 employees on the first year we provided such training in 2013.***

AIS has issued letters to all of our partners, informing them of our Code of Business Ethics so that they may better understand our business practices with regard to mutual collaboration. In this way, our partners are also engaged in combatting and preventing fraud and corruption.

4. Occupational Health and Safety

AIS believes that a safe and healthy working environment will enable our employees to work effectively and efficiently - generating higher employee satisfaction. On the other hand, any gaps in these areas could create difficulties for our employees and/or their families in their work and daily lives, further impacting the company's overall image and business operations. Therefore, AIS cannot accept if our employees are unhealthy or injured from work-related causes at the expense of the company's success.

Management Approach

AIS has in place standards and policies that ensure a safe and healthy working environment for all of our employees. Specifically, the Occupational Health and Safety Committee oversees the strict compliance of our people to these standards.

In addition, the Committee provides mandatory training courses on health and safety issues, and invites experts from government agencies to provide training in emergency procedures. Medical experts and nurses have been brought in to be stationed at the workplace; a medical examination room, physical therapy room, and other medical supplies were also installed as required.



5. Human Rights

The violation of human rights is a serious issue that has far-reaching implications across Thai society as a whole. As a corporate citizen, AIS is committed to treating all of our employees with respect and equality under universally accepted standards of labor rights and practices, and in compliance with relevant labor laws. These principles have been further integrated into the AIS Code of Business Ethics and its management procedures.

Management Approach

- Ensure that all employees and partners strictly adhere to the principles of Human Rights

Respect for human rights is fundamental in all of our business management practices and procurement processes, and is understood and accepted by all parties including the Board of Directors, Management teams and employees. Accordingly, our human resources policies conform to all relevant labor laws.

Specifically for partners and contractors, AIS has indicated in its Request for Proposals (RFP) and Terms of Reference (TOR) that the company will neither accept nor tolerate any practices seen to violate human rights, in particular the use of forced or child labor.

"Do not procure or provide services that are illegal or in violation of intellectual property or human rights. Do not purchase or receive services from providers that have a history of corruption or exhibit behaviour with tendencies towards corruption and bribery."

Source: Procurement Policy, section 3.5

These principles are included in all types of contracts, and partners and contractors must

comply with the labor principles laid out in the agreement to ensure that violations through any means - whether forced or child labor - are prevented during its implementation.

Furthermore, AIS conducts random assessments of its partners' factories and work-sites prior to procurement to verify the non-existence of human rights violations, whereas for subcontractors the Provisional Acceptance Test is carried out to assess their labor practices. In the case of any misconduct found, the Legal Department will issue a warning and the partner or contracting party will be blacklisted until such misconduct has been proven to have been rectified. Failure to perform due diligence in this regard will result in fines or contract termination.

Results from AIS's Management of Human Rights

- Number of disputes and fines paid for violation of human rights = 0
- Number of negative news reports related to AIS human rights violations = 0

Provide work opportunities for persons with disabilities

- Since 2007, AIS has been collaborating with The Redemptorist Foundation for People with Disabilities on the opening of a call center for the disabled. This not only allows us to respond to the needs of our customers who are physically disabled, but also empowers them to realize their equal rights and freedom.

This year, we expanded our call centers for the disabled to include one more center in Nongkhai Province in partnership with The Redemptorist Vocational School Nongkhai. The call center in Nongkhai, which originally employed 9 people,

is the fifth of its kind. In 2015, we plan to open five more call centers. We will provide a budget of one million Baht per call center to provide the assistive infrastructure necessary for persons with disabilities, including the installation of an online network, technologies that detect movement over the keyboard, and screen readers to be used together with software for the blind, developed by The National Institute for the Blind. Based on our track record, the call center has demonstrated good performance both in terms of service quality and the provision of jobs for persons with disabilities, whether they are physically, visually or audibly impaired. We currently employ more than 77 persons with disabilities in our call centers.



**Mr. Somchai
Lertsutiwong**
Chief Executive Officer

In 2014, we opened our fifth "AIS Call Center for the Disabled" in Nongkhai Province as we see the potentials of the disabled who have a lot of abilities and service mind. We have been working on this since 2007. At the beginning, we collaborated with the Foundation for the Blind in Thailand under the Royal Patronage of H.M the Queen and later with the Redemptorist Foundation for People with Disabilities. We have been assisting in the provision of appropriate tasks for each disability, setting up facilities for the convenience of work, and bringing in technologies that would help advance our customer services. The result is satisfactory both in terms of the quality of the service and the career opportunity for people with disabilities.

People Performance Table

| Description | Unit | 2012 | 2013 | 2014 |
|--|-------------|-------------|-------------|------------|
| Employee Engagement and Diversity in the Workplace | | | | |
| Total number of employees | person | 9,525 | 10,338 | 10,986 |
| By gender | | | | |
| • Male | person | 3,838 | 4,183 | 4,436 |
| • Female | person | 5,687 | 6,155 | 6,553 |
| Ratio of female to male employees by job level | | | | |
| • Operation staff | percent | 64:36 | 63:37 | 76:24 |
| • Specialist | percent | 51:49 | 51:49 | 52:48 |
| • Management staff | percent | 45:55 | 45:55 | 48:52 |
| • Executive | percent | 31:69 | 32:68 | 32:68 |
| • Director | percent | 10:90 | 20:80 | 18:82 |
| By age | | | | |
| • Over 50 years old | person | 181 | 200 | 232 |
| • 30 - 50 years old | person | 4,679 | 5,012 | 5,335 |
| • Below 30 years old | person | 1,508 | 1,644 | 1,822 |
| Ratio of permanent employees to total number of employees | percent | 67 | 66 | 67 |
| Number of new hires | person | 676 | 860 | 973 |
| Ratio of new hires to total number of employees | percent | 11 | 13 | 13.5 |
| Number of turnovers | person | 314 | 413 | 366 |
| Ratio of turnovers to total number of employees | percent | 5 | 6 | 5.1 |
| Human Resource Development | | | | |
| Percentage of employees who received formal performance reviews | percent | 100 | 100 | 100 |
| Total training hours | Hour | 1,232,336 | 971,267 | 1,257,864 |
| Average training hours | Hour/person | 470 | 379 | 431 |
| Training cost | THB | 120,479,531 | 127,278,341 | 10,573,835 |
| Occupational Health and Safety | | | | |
| Total training hours on occupational health and safety | Hour | - | 144 | 504 |
| Ratio of training hours to number of employees participating in the training | percent | - | 32 | 13 |
| Number of fatalities | person | 0 | 0 | 0 |
| Number of work-related injuries | person | 0 | 0 | 6 |

Note: The performance data does not include daily-paid worker.



Our Environment

“Conducting business that is sustainable and environmentally friendly is considered a part of our policy and strategy towards achieving sustainability. One of the promises we made is that, we aspire to be a part of the creative innovations in products and services that are easy to use and environmentally friendly, while reducing the environmental impact of our operations.”

As a telecommunications service provider that offers a comprehensive network and is most trusted by customers, AIS realizes the impact - both positive and negative - of our operations on the environment. We believe that through sound management, we can help to minimize these negative impacts.

AIS Material Aspect

1. Green Products and Services

Our commitment to the innovation of products and services that are easy to use and environmentally friendly not only reduces environmental impacts, but also meets the demands of future consumers who will give increasing priority to the conservation of natural resources, and will possess a deeper awareness of global warming. We would like to be a part of sustainable growth that coexists with a greener world.

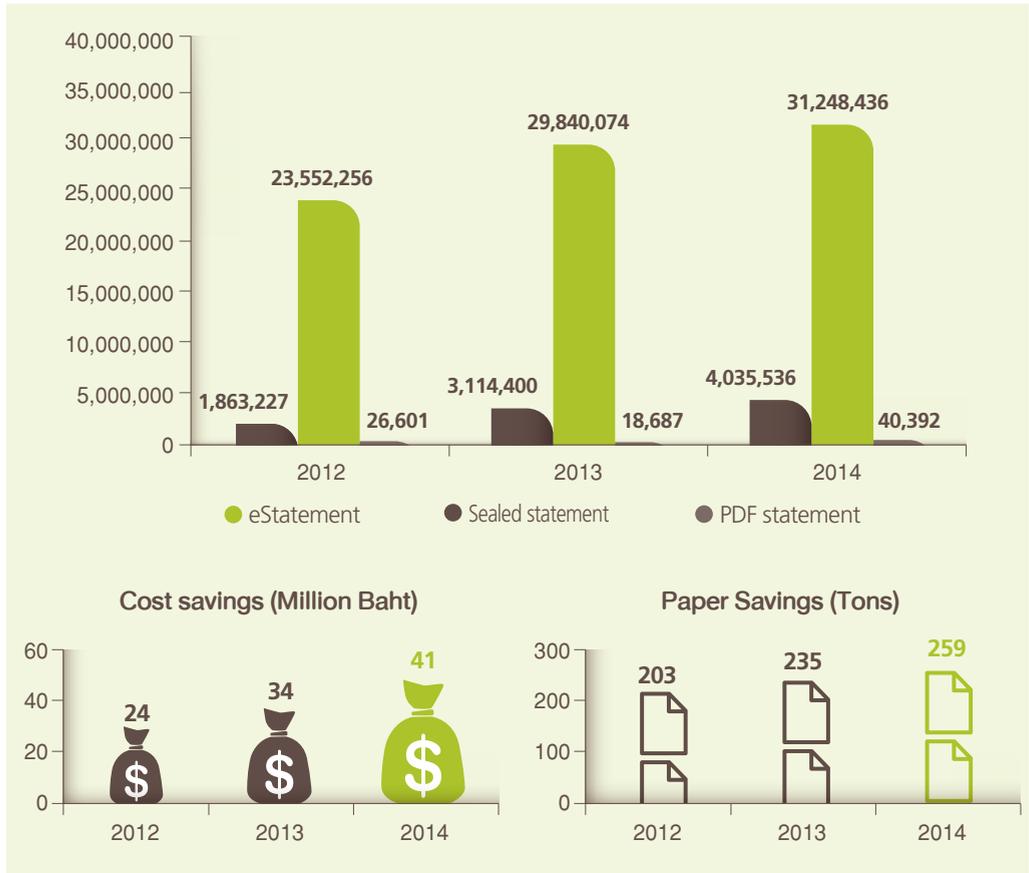
Management Approach

- Promote the reduction of paper use both inside and outside the organization.

AIS the Data from ‘The Paper for Trees Project’ by the Media Center for Development Foundation, found that Thailand used an average of 3.9 million tons of paper per year, or approximately 60 kg per

person per year. Therefore, to meet the demand for paper in Thailand, 66.3 million trees must be cut down per year, which means that 126 trees are cut down every minute. AIS is aware that we as a telecommunications service provider can help reduce deforestation and bring the green back to our world, through the following means:

- Encourage employees to use both sides of the paper and recycled paper. The supervisors of each department are delegated with the responsibility of creating awareness and communicating the importance of using paper responsibly to the members of their team.
- Support customers in switching from receiving paper statements to an electronic format for notifications, via SMS or online channels
 - eStatement: Customer service and usage summary are sent via e-mail using the same format and detail as a normal bill. Currently, 4,035,536 customers use the eStatement option, which can reduce the amount of paper by up to 51 tons per year.
 - Sealed Statement: For customers who choose to receive an invoice via postal service, we have decided to use recycled paper, adjust the thickness of the paper, and use only one sheet of paper, which results in a reduction of paper consumption by up to 188 tons in 2014.
 - PDF Statement on CD-ROM: We provide a service to issue customers with a statement in PDF format on a CD-ROM sent via postal service, which reduced the amount of paper used for printing by up to 353,712 sheets in 2014, representing a decrease in the volume of paper used by up to 2 tons. This reduced the amount of envelopes needed by 40,392, or 0.20 tons.



- Develop an online pre-paid channel and system to reduce prepaid card production AIS provides eService, an online service that can be used by customers to check their service fees, add pre-paid credit, and pay AIS services fees as well as other utility fees such as electricity and water bills at all times. In order to encourage the use of this system, we have launched promotional campaigns such as giving a discount of up to 7% for mobile services

or free movie tickets for customers who have opted to sign up for the system. Other pre-paid channels which do not involve the use of physical prepaid cards are our Payment Kiosks (which have been installed at all branches of AIS and Telewiz Shops), ATM top-up services, online payment at all 7/11 branches, and the 'Refill on mobile' phone service via AIS top-up service representatives nationwide.

2. Emission and Waste Reduction

AIS accelerating the expansion of our base station networks, waste and carbon dioxide emissions from our operations have increased. The figure below demonstrates data for different types of emissions from our operations, for the various scopes.

AIS realizes the significance of energy reduction in minimizing greenhouse gas emissions - a key factor in aggravating climate change. These factors push us to find a balance between our business objectives and the environment across our entire operations.

Management Approach

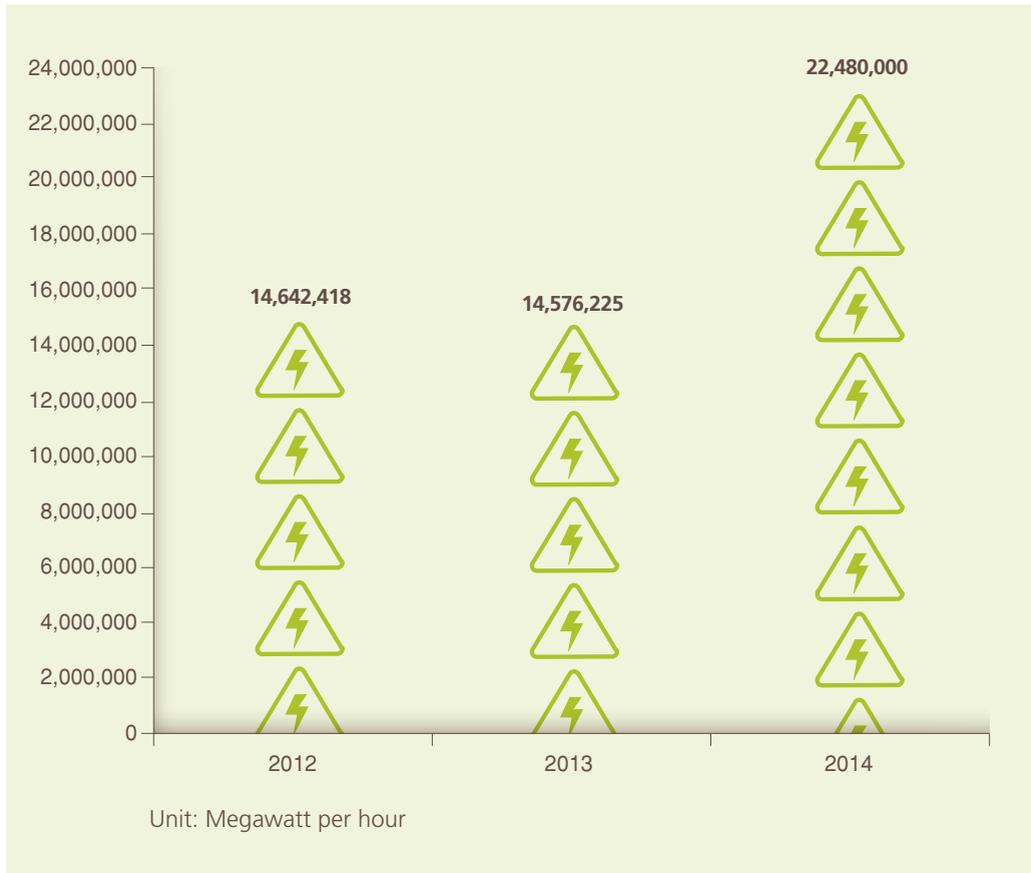
- Analyze the organization's carbon footprint and conduct greenhouse gas accounting in order to calculate the amount of emissions from our operations, from 2013 to 2015. The objective is to use this emissions data to analyze and determine appropriate methods of environmental management that effectively reduces environmental impact. To measure our emissions, we hired an independent consultant from the World Resources Institute (WRI) who specializes in internationally accepted greenhouse gas accounting and ISO-14064 standards. Measurements are taken at every office and every base station in accordance with the following scope:

- Operations/activities that directly contribute to greenhouse gas emissions (Scope 1), such as fuel-burning for the organization's vehicles, the cooling systems of base stations, etc.
- Operations/activities that indirectly contribution to greenhouse gas emissions (Scope 2), such as power consumption.



- Create employees consciousness to conserve electricity through the 'SAVE PROJECT' Initiative. Launched in 2012, the objective of the project is to raise awareness amongst AIS employees on global warming, which in turn supplements government measures relating to the reduction of power consumption. Under the project, AIS appointed a working group entitled, 'Save Agent' to publicize the project and spread news of various energy-saving methods through bulletin boards in our buildings and elevators, for instance. In addition, a power-saving competition was initiated within the company, as well as a campaign to encourage employee involvement in reducing electricity consumption.

Energy saved from 5 offices buildings, over the last 3 years, indicate that the amount of electricity used has been reduced with the cooperation of employees



• **Become a quality 'Green Network'** Not only is AIS committed to continuously developing our mobile network to promote the use of our services and products without restriction across all areas, we are also continuing our focus on the fight against global warming by improving our mobile networks with energy-saving technologies, under the 'Green Network' concept. Our operations are based on 5 aspects that focus on alternative energy sources and green practices, as follows:



Solar energy base stations

We use solar cells, officially called the 'AIS Photovoltaic System,' to convert solar energy into electricity for installed communications devices in 17 base stations.



Wind energy base stations

We also develop our network by using wind energy to generate the electricity and power for the communication devices in our mobile telephone system, as another way to help conserve energy.



Fuel-cell base stations

A clean and highly effective energy, free from pollution, which changes chemical energy into electricity to power our communications equipment in the base station.



Shifting from air-conditioner to high quality blower

Use at base stations to keep the internal temperature higher than external by no more than 5 degrees Celsius, and to reduce carbon dioxide emissions.



Encourage customers to dispose of expired cell phone batteries correctly

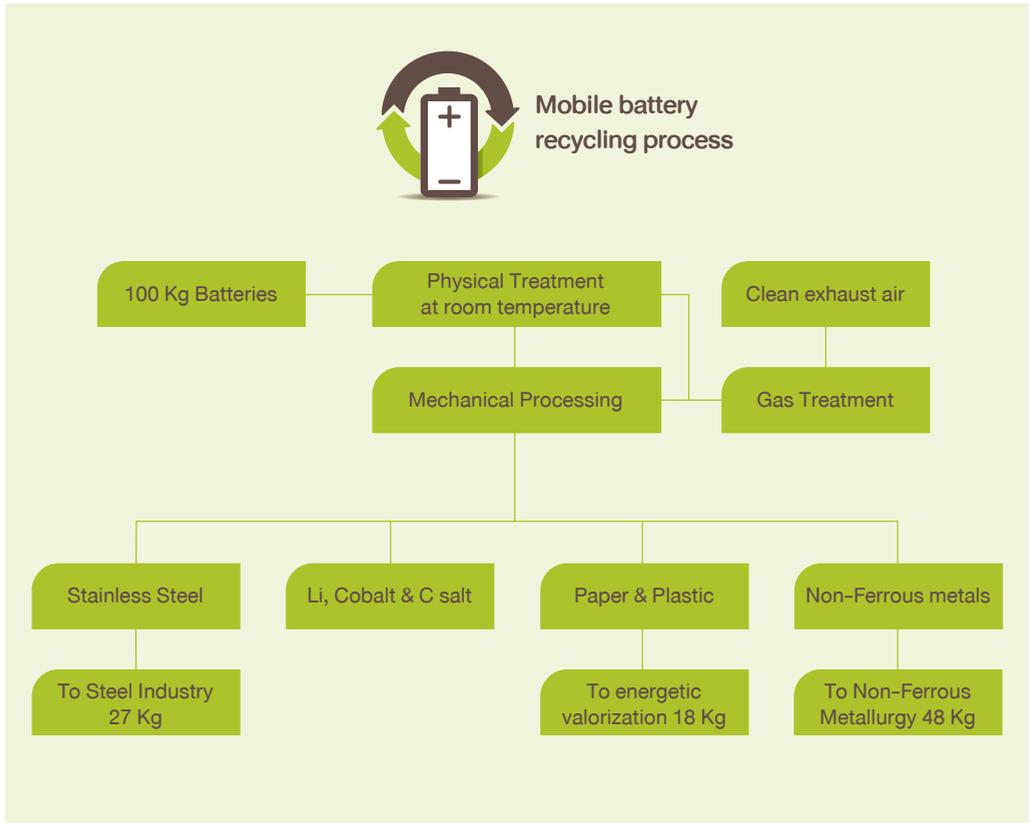
We have installed battery return boxes at all branches of AIS Shops to collect expired cell phone batteries, which are then collected and delivered to an external expert company specialized in environmentally friendly electronic waste recycling processes.



Our commitment to *Green Network* resulted in the reduction in Power Usage Efficiency(PUE)* to 2.4 from 2.8 in 2014.

AIS aims to further reduce PUE to 1.4 in 2015.

*Power Usage Efficiency (PUE) is the indicator used to measure power usage of air-conditioners in switching centers. The lower the PUE level the better.



Environmental Performance Table

| Description | Unit | 2012 | 2013 | 2014 |
|---|---------------------------------|-------------|-------------|--------------|
| Energy | | | | |
| Energy consumption | | | | |
| Total energy consumption | Terajoule | 436 | 510 | 2,157 |
| • Direct energy consumption | Terajoule | 47 | 81 | 99 |
| - Diesel consumption | Liter | 694,653 | 1,532,786 | 1,872,603.30 |
| - Benzene consumption | Liter | 686,420 | 811,286 | 1,000,949 |
| • Indirect energy consumption | Terajoule | 389 | 429 | 2,057 |
| - Electricity consumption | Megawatt-hour | 108,128,424 | 119,182,948 | 571,650,929 |
| Energy saved from office | | | | |
| • Total amount of energy saved from offices | MWh | 14,642,418 | 14,576,225 | 22,480,000 |
| Waste | | | | |
| • Recycling of UPS batteries | Unit | 6,133 | 1,115 | 5,043 |
| Climate change | | | | |
| Direct greenhouse gas emissions | | | | |
| • Total amount of direct greenhouse gas emissions (scope 1) | Tons CO ₂ Equivalent | - | 6,572 | 7,239 |
| - Fixed fuels | Tons CO ₂ Equivalent | - | 1,814 | 554 |
| - Mobile fuels | Tons CO ₂ Equivalent | - | 4,758 | 6,685 |
| Indirect greenhouse gas emissions | | | | |
| • Total amount of indirect greenhouse gas emissions (scope 2) | Tons CO ₂ Equivalent | - | 252,050 | 292,285 |
| - Electricity | Tons CO ₂ Equivalent | - | 252,050 | 292,285 |

* Power Usage Efficiency (PUE) is the indicator used to measure power usage of air-conditioners in switching centers. The lower the PUE level the better.



Appendix

Our Sustainability Journey



2012

- Appointed sustainability coordinating team to study a global sustainability standards and indicators

Beginning of Our
Sustainability
The Journey

2013

- Appointed Sustainable Development Committee at c-suite level to stipulate AIS' sustainability strategy and framework in accordance with normal business direction as well as set sustainability practices, target and KPIs
- Appointed sustainable development project leader from senior management across functions, to deploy and monitor sustainability strategy, identify key issues within sustainability focus area, develop initiatives, and integrated program to align with business direction using Global Reporting Initiative's reporting framework and Dow Jones Sustainability Indices as guidelines for sustainability management
- Uplifted sustainability coordinating team to sustainable development project management as a coordinator between Sustainable Development Committee, CEO, and sustainable development project leader in order to monitor, analyze, and evaluate sustainability implementation and reporting as well as update the implementation progress to CEO
- Published AIS' first sustainability report for the year 2012 to disclose the performance on sustainability management according to GRI G3.1 guideline

2014

- Uplifted AIS' sustainable development to the Board level by appointing Sustainable Development Committee as a sub-committee and appointed Sustainability Management Committee comprising top executives from each function
- Appointed Sustainable Development Working Group from senior management of each function in order to develop and deploy sustainability initiatives as well as update the implementation progress to Sustainable Development Management Committee on a quarterly basis and prepare the AIS sustainability report
- Published 2013 sustainability report in accordance with the new GRI guideline (G4)

About This Report

The AIS sustainability report 2014 is the third consecutively published report aimed at disclosing the mechanisms, policies and strategies for the management of the impacts on the economy, society and the environment as well as reporting on performance of AIS on the management of those impacts. The report has been prepared in accordance with the sustainability reporting guidelines of the Global Reporting Initiative (GRI) Version 4 (GRI G4) at Core level. More information on the disclosure of data in accordance with the indicators of the reporting guidelines can be found in the tables on page 44 of this report.

The scope of this report covered the performance of the AIS operations, subsidiaries, and direct and indirect stakeholders for the period from 1st of January to 31st of December 2014 unless otherwise specified and annotated.

In-depth data on the business operations, governance structures, good corporate governance, internal audit and risk management, awards, and important events in the last year as well as the Company's turnover are presented in the AIS Annual Report 2014, which is available in a hard copy or an online version at: <http://investor.ais.co.th>



Process for Defining Report Content (G4-18)

• Stakeholder Inclusiveness (G4-25)

AIS has engaged with stakeholders in all business processes of the company and set up guidelines for engaging with key stakeholders in our Corporate Governance Policy and Code of Business Ethics in order for the board, managers and employees at all levels to act accordingly. These regulations and policies can be found at: <http://investor.ais.co.th>. In terms of communication, we have therefore appointed relevant functions dealing directly with each group of stakeholders to act as contact centers and gather feedback from various channels to understand the expectations and suggestions of different groups of stakeholders. Details are presented in the following table. The expectations and / or suggestions gathered from stakeholders are examined and defined regarding their materiality for the company, and presented to the management and / or the committee for consideration or further instruction.

(G4-24, G4-26, G4-27)

| Stakeholder Group | Engagement Channel | Frequency | Expectation of Stakeholders |
|--|---|---|--|
| Community | <ul style="list-style-type: none"> • Community Relations • Opinion box/ compliant box at base stations | once a year daily | <ul style="list-style-type: none"> • Participation from the Company to strengthen community • Safety from installations of AIS base stations in the communities |
| Business Partner (Sales representatives / subcontractors/ content developers/ retail shops) | <ul style="list-style-type: none"> • Dealer satisfaction survey • Call Center • Sales personnel • Evaluation through service provider standards at Telewiz Shops • Value-added service unit | once a year daily daily monthly daily | <ul style="list-style-type: none"> • Fair treatment of all business partners • AIS employees' expertise in responding to questions and providing assistance • Attractive and fair rewards |
| Employees | <ul style="list-style-type: none"> • Employee Engagement survey • Web board for employees on intranet • The CEO Talk program | once a year daily every Friday | <ul style="list-style-type: none"> • Career development opportunities • Attractive and fair compensation • Appropriate amount of work • Feeling of being valuable for the organization • Occupational health and safety |
| Customers | <ul style="list-style-type: none"> • Customer satisfaction survey through <ul style="list-style-type: none"> - Call Center - Sales personnel - Sales representative - Social network • Complaints and suggestion from the above channels | daily daily | <ul style="list-style-type: none"> • Network quality • Provision of complete and transparent product and service information • Customer privacy • Safety when using products and services |
| Shareholders and Investors | <ul style="list-style-type: none"> • Shareholder meeting • Analyst briefings • Phone and online conferences • Opportunity day • Roadshow • Company visits • Investor Relations and Compliance Department | once a year twice a year quarterly quarterly 18 times 140 times daily | <ul style="list-style-type: none"> • Consistency in dividend payment • Good corporate governance • Equal access to information • Provision of transparent and sufficient information • Legal compliance |
| Government | <ul style="list-style-type: none"> • Business Relations unit | daily | <ul style="list-style-type: none"> • Compliance with telecommunication laws and regulations • Quality and network extension in accordance with government conditions • Digital inclusion • Fair competition |

Defining material aspects and boundaries (G4-19, G4-20, G4-21, G4-23)

From the expectations of each group of stakeholders as identified above, we have conducted materiality assessment in accordance with the GRI reporting guidelines. We have analyzed current and future risks and opportunities for our business together with the opinions from key stakeholders, namely local communities, business partners, employees and customers, because these groups are most important for our business operations. We have also analyzed the impacts of our operations on the environment. The process in which we defined material aspects is as follows:

Step 1:

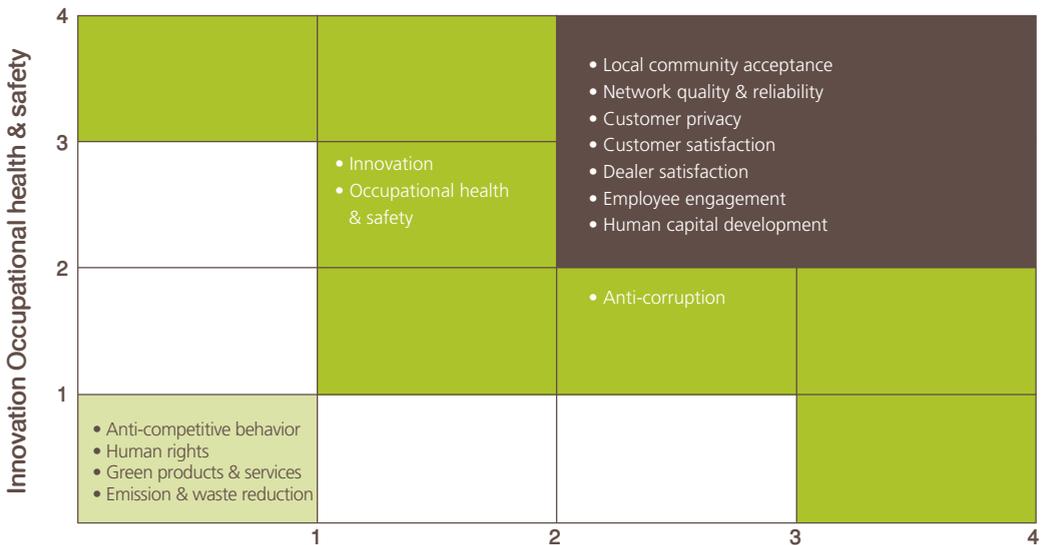
Identification of material aspects through an examination of indicators in accordance with the GRI reporting guidelines, other international standards for telecommunication and sustainable business operations, business trends, and risk and opportunity factors for the telecommunication

industry. We considered sustainability context of the telecommunication business and included stakeholder expectations when identifying material aspects.

Step 2:

Prioritization of material issues from step 1 based on an assessment of 1) what has an influence on stakeholder assessment and decision and 2) what is significant for AIS' economic, environmental, and social impacts. Each material aspect has consequently been weighted and allocated a priority level as follows:

- 1 point = The aspect is of lowest importance for stakeholders/the business operations of the company
- 2 points = The aspect is of low importance for stakeholders/the business operations of the company
- 3 points = The aspect is of medium importance for stakeholders/the business operations of the company
- 4 points = The aspect is of highest importance for stakeholders/the business operations of the company



Significance of the company's economic, environmental, and social impacts

● Material aspects of high importance ● Material aspects of medium importance ● Material aspects of low importance

Step 3:

Validation of material aspects by presenting the material aspects which had been prioritized to the relating functions so that they could verify each material aspect before presenting to the Sustainable Development Working Group, the CEO and the Sustainability Committee for examination and presenting to the Board of Directors of the company to seek approval as the final step. This is to ensure that the aspects which were identified as material covered the expectations of stakeholders and the business strategy for sustainable growth. It was also to ensure the completeness and appropriate prioritization of these material aspects.

Step 4:

Review. Upon the release of this report, AIS will set up processes for stakeholder engagement to gather their views regarding the inclusiveness and appropriateness of the contents of the report.

Presentation of material aspects in this report

- Material aspects of high importance (brown area) : contents relating to management approach, performance, targets and indicators
- Material aspects of medium importance (Green area): contents relating to management approach, performance and indicators
- Material aspects of low importance (light green area) : only contents relating to management approach and performance

Process for Defining Report Quality

In the reporting process, we implemented steps for assuring quality of the content in accordance with the GRI guidelines as follows:

- **Balance.** We held to the principle of presenting positive and negative information in a balanced manner. This is to enable reader to properly assess our sustainability performance.
- **Comparability.** We presented information on our previous performance to demonstrate changes and developments in the organization.
- **Accuracy.** We made sure that the information in this report is correct and accurate and contains complete details.
- **Timeliness.** We have been publishing the report annually so that interested stakeholders can evaluate our sustainability performance as needed within a predictable timeframe.
- **Clarity.** We made sure that we presented the information that is clear and understandable.
- **Reliability.** We have implemented steps for ensuring the accuracy of information by the internal functions so that readers can be sure that the information is correct and transparent and can be checked.



**For more information,
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GRI Content Index

General Standard Disclosure

- Fully Reported
- ◐ Partially Reported
- Not Reported



| GRI Aspect | Indicator | Status | Page | Note | External Assurance Indicate if the Standard Disclosure item has been externally assured. If yes, include the page reference for the External Assurance Statement in the report. |
|--|-----------|--------|----------------------------------|--|--|
| Strategy and Analysis | G4-1 | ● | 3-5 | - | - |
| Organizational Profile | G4-3 | ● | 6 | 1 st paragraph | - |
| | G4-4 | ● | 7 | - | - |
| | G4-5 | ● | 6 | 1 st paragraph | - |
| | G4-6 | ● | 6 | Only Thailand | - |
| | G4-7 | ● | 6 | - | - |
| | G4-8 | ● | 6 | Also refer to Annual Report page 24 | - |
| | G4-9 | ● | 6, 42 | Also refer to Annual Report page 6-7 | - |
| | G4-10 | ● | 42 | - | - |
| | G4-11 | ○ | - | Not applicable | - |
| | G4-12 | ● | 29 | 1 st paragraph | - |
| | G4-13 | ● | Annual Report 2014, page 12-13 | - | - |
| | G4-14 | ● | Annual Report 2014, page 70-75 | - | - |
| | G4-15 | ● | 8-10, 12 | - | - |
| | G4-16 | ● | 39 | Thailand's Private Sector Collective Action Coalition Against Corruption (CAC) | - |
| Identified Material Aspects and Boundaries | G4-17 | ● | Annual Report 2014, page 188-191 | - | - |
| | G4-18 | ● | 54 | - | - |
| | G4-19 | ● | 56 | Materiality matrix | - |
| | G4-20 | ● | 56 | The aspects are material within the organization | - |
| | G4-21 | ● | 56 | The aspects are also material outside the organization | - |
| | G4-22 | ● | 7 | Refer to table's note 1)-3) | - |
| | G4-23 | ● | 56 | There is no significant change from previous reporting period in scope and boundary. | - |
| Stakeholder Engagement | G4-24 | ● | 55 | - | - |
| | G4-25 | ● | 54 | - | - |
| | G4-26 | ● | 55 | Stakeholder Inclusiveness | - |
| | G4-27 | ● | 55, 12, 8 | - | - |

| GRI Aspect | Indicator | Status | Page | Note | External Assurance Indicate if the Standard Disclosure item has been externally assured. If yes, include the page reference for the External Assurance Statement in the report. |
|----------------------|-----------|----------------|---------------------------------|--|--|
| Report Profile | G4-28 | ● | 54 | 2 nd paragraph | - |
| | G4-29 | ● | 54 | 1 st paragraph | - |
| | G4-30 | ● | 57 | Annually | - |
| | G4-31 | ● | 57 | - | - |
| | G4-32 | ● | 54, 58-60 | - | - |
| | G4-33 | ● | Annual Report 2014, page 88 | Our financial data are audited by independent auditor | - |
| Governance | G4-34 | ● | 11 | Annual Report, page 44 | - |
| | G4-35 | ● | 11 | - | - |
| | G4-36 | ● | 11 | - | - |
| | G4-37 | ● | 54 | Stakeholder inclusiveness / Also refer to Annual Report, page 62 (Communication with stakeholders) | - |
| | G4-38 | ● | Annual Report 2014, page 32-54 | - | - |
| | G4-39 | ● | Annual Report 2014, page 47 | The Chairman of the Board of Directors is not an executive officer. | - |
| | G4-40 | ● | Annual Report 2014, page 52-53 | - | - |
| | G4-41 | ● | Annual Report 2014, page 47-63 | - | - |
| | G4-42 | ● | 11 | Also refer to Annual Report, page 47-52 | - |
| | G4-43 | ● | 11 | Also refer to Annual Report, page 51 | - |
| | G4-44 | ● | Annual Report 2014, page 60 | - | - |
| | G4-45 | ● | Annual Report 2014, page 70-71 | - | - |
| | G4-46 | ● | Annual Report 2014, page 70-71 | - | - |
| | G4-47 | ● | Annual Report 2014, page 70-71 | - | - |
| | G4-48 | ● | 57 | Step 3 - Validation | - |
| | G4-49 | ● | 54 | Stakeholder inclusiveness / Annual Report page 70-71 | - |
| | G4-50 | ● | - | There were zero(0) case in 2014 | - |
| | G4-51 | ● | Annual Report 2014, page 55 | - | - |
| | G4-52 | ● | Annual Report 2014, page 54 | - | - |
| | G4-53 | ● | Annual Report 2014, page 54, 59 | - | - |
| G4-54 | ● | Not applicable | Proprietary information | - | |
| G4-55 | ● | Not applicable | Proprietary information | - | |
| Ethics and Integrity | G4-56 | ● | Annual Report 2014, page 63 | - | - |
| | G4-57 | ● | 39 | Also refer to Annual Report, page 64 | - |
| | G4-58 | ● | 39 | Also refer to Annual Report, page 64 | - |

Specific Standard Disclosure

- Fully Reported
- ◐ Partially Reported
- Not Reported

| GRI Aspect | Boundary | Indicator | Status | Page | Note |
|--------------------------------|-----------------------------------|-----------|--------|-------------------|--|
| General | | G4-DMA | ● | 54-56, 8-9, 13-50 | - |
| Economic Performance | AIS, Partner, Customer, Community | G4-EC1 | ● | 7 | - |
| Indirect Economic Impacts | AIS, Community | G4-EC8 | ● | 7-8, 14, 16-18 | - |
| Energy | AIS | G4-EN3 | ● | 50 | - |
| | | G4-EN6 | ● | 47-50 | - |
| Emissions | AIS | G4-DMA | ◐ | 46 | - |
| | | G4-EN15 | ● | 50 | - |
| | | G4-EN16 | ● | 50 | - |
| Effluents and Wastes | AIS | G4-EN23 | ● | 50 | - |
| Products and Services | AIS | G4-EN27 | ● | 44-45, 48 | - |
| Employment | AIS | G4-DMA | ● | 34-35 | - |
| | | G4-LA1 | ● | 42 | - |
| Occupational Health and Safety | AIS | G4-DMA | ● | 40 | - |
| | | G4-LA6 | ● | 42 | - |
| Training and Education | AIS, Partner | G4-LA9 | ● | 42 | - |
| | | G4-LA11 | ● | 42 | - |
| Human Rights | AIS, Partner | G4-DMA | ● | 40-41 | - |
| | | G4-HR11 | ● | 40-41 | - |
| Local Communities | AIS, Community | G4-DMA | ● | 14-18 | - |
| | | G4-SO1 | ● | 14-16 | - |
| Anti-corruption | AIS, Partner | G4-SO4 | ● | 39 | Also refer to Annual Report 2014, page 63-64 |
| Product and | AIS, Customer | G4-PR5 | ● | 23 | - |
| Customer Privacy | AIS, Partner, Customer | G4-PR8 | ● | 23 | - |

Note: GRI Content Index is prepared in accordance with GRI reporting guidelines. For more information on the meaning of each indicator, please visit <https://www.globalreporting.org>



Digital Life



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